



Philip Morris History

Highlights

- 1765 - Dr. James Baker, a physician in Dorchester, Massachusetts, sets up the first chocolate factory in the New World (business acquired by the Postum Company, Incorporated in 1927)
- 1847 - Philip Morris Esq., Tobacconist and Importer of Fine Seegars, opens a shop on Bond Street in London, England
- 1855 - Frederic Miller opens a brewery in Milwaukee, Wisconsin
- 1883 - Oscar Mayer and his brother open a retail meat market in Chicago, Illinois (business acquired by General Foods Corporation in 1981)
- 1885 - Joel Cheek introduces a new brand of coffee at the Maxwell House Hotel in Nashville, Tennessee (business acquired by the Postum Company, Incorporated in 1928)
- 1887 - P. J. Towle, a grocer in St. Paul, Minnesota, blends sugar cane with Vermont and Canadian maple sugar to create a table syrup. He put the product in small log cabin containers to honor his boyhood hero, Abraham Lincoln (business acquired by the Postum Company, Incorporated in 1927)
- 1889 - William Wright, a baking powder salesman, devises a better formula called Calumet (business acquired by the Postum Company, Incorporated in 1928)
- 1894 - Susan Stavers, owner of a boarding house in Boston, Massachusetts, runs tapioca through a coffee mill making smoother tapioca pudding (business acquired by the Postum Cereal Company, Incorporated in 1926)
- 1895 - C. W. Post and his helper Clark Bristol begin the Postum Cereal Company, Incorporated with a hot grain-based beverage called *Postum Cereal*
- 1895 - Franklin Baker, a flour miller from Philadelphia, Pennsylvania goes into the coconut processing business and develops a conveniently shredded product uniform in quality (business acquired by the Postum Company, Incorporated in 1927)
- 1895 - Pearl B. Wait, a cough syrup maker in Leroy, New York, adapts an 1845 patent for a gelatin dessert to which his wife gives the brand name "Jell-O". (Business acquired in 1925 by Postum Cereal Company, Incorporated from Orator F. Woodward)
- 1898 - William Entenmann emigrates from Germany to Brooklyn, New York where he joins his brother in the bakery business. He soon after opens his own bakery in Flatbush and makes home deliveries (business acquired by General Foods Corporation in 1982)
- 1902 - Philip Morris & Co., Ltd. is incorporated in New York by Gustav Eckmeyer
- 1919 - A new firm, owned by American stockholders, acquires the U.S. Philip Morris company and incorporates in Virginia under the name of Philip Morris & Co. Ltd., Inc.
- 1921 - Robert Douglas offers his pectin product to the retail market for home use. A maid suggests the name "Certo" to indicate the pectin's foolproof action (business acquired by the Postum Company, Incorporated in 1929)

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- 1923 - Clarence Birdseye, a Gloucester, Massachusetts scientist develops plans for a belt freezer to "quick-freeze" food
- 1927 - Postum Cereal Company, Incorporated changes its name to Postum Company, Incorporated
- 1929 - C.L. Grigg introduces "Bib-Label Lithiated Lemon-Lime Soda" (later renamed 7UP) through The Howdy Company
- 1929 - Formation of the General Foods Corporation (combination of Birdseye's General Foods Company and the Postum Company, Inc.)
- 1929 - Philip Morris begins manufacturing its own cigarettes by purchasing a factory in Richmond, Virginia
- 1933 - Johnny, later the product spokesman, calls for Philip Morris for the first time in the Hotel New Yorker lobby
- 1936 - The Howdy Company is renamed The Seven-Up Company
- 1953 - Perkins Products Company (*Kool-Aid* soft drink mixes) bought by General Foods Corporation
- 1954 - Benson & Hedges merges with Philip Morris
- 1954 - Philip Morris (Australia) Ltd. is set up as first major affiliate outside the U.S.
- 1955 - Overseas division set up at Philip Morris
- 1955 - Philip Morris Incorporated becomes the company's corporate name
- 1955 - *Marlboro* introduced nationally in *flip-top* box with cork-tipped "selectrate" filter
- 1967 - Corporate structure of Philip Morris reorganized to create Philip Morris Incorporated as three operating companies: Philip Morris Domestic (renamed Philip Morris U.S.A. in 1968), Philip Morris International, and Philip Morris Industrial
- 1970 - Philip Morris acquires 100% of Miller Brewing Company
- 1972 - Philip Morris acquires 100% of Mission Viejo Company
- 1978 - The Seven-Up Company becomes the sixth Philip Morris operating company
- 1978 - Philip Morris buys the international cigarette business of the Liggett Group Inc.
- 1981 - Philip Morris Incorporated makes an investment in Rothmans International PLC
- 1981 - General Foods Corporation acquires Oscar Mayer & Co., Inc.
- 1982 - Philip Morris Credit Corporation is incorporated
- 1985 - The corporate framework of Philip Morris Incorporated is re-structured to form Philip Morris Companies Inc., a holding company
- 1985 - Philip Morris Companies Inc. acquires General Foods Corporation
- 1986 - Philip Morris Incorporated sells Seven-Up International and Seven-Up Canada to PepsiCo.
- 1986 - Philip Morris Incorporated agrees to sell the U.S. franchise business of The Seven-Up Company to a group of investors led by the Dallas-based firm of Hicks & Haas